

# Marketing

1. Very Low income tenants
2. Low income tenants
3. Moderate income tenants
4. RD Permission to Above Moderate income tenants

# MARKETING

- Web Sites
- Project Visibility
- Appearance
- Complex Features
- Contact
- Subsidy Options
- Network the community
- Mix Marketing Target

# Web Sites

- [www.nifa.org](http://www.nifa.org) rents
- [www.housing.ne.gov](http://www.housing.ne.gov)
- [www.craigslist.com](http://www.craigslist.com)
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# Project Visibility

- Newspaper Story – Celebrate Anniversary  
10 years; 15 years; 20 years; etc
- Community Involvement  
Get local group involved (FFA, 4-H etc)  
Landscape enhancements  
Redecorating  
Vocal or instrumental group at Anniversary

# Appearance

- Curb Appeal
- Rent ready vacant units
- Small table with a lamp and a welcome basket in living room
- Attractive and visible sign with contact information

# Complex Features

- Appliances
- Communication Hook Up
- Social Activities
- Community Services

# Contact

- Available
- Excited
- With new contact, please turn off cell phone
- Find out what they are looking for and sell them the property features that match

# Subsidy Options

- Know Section 8 contact
- Know area and local social service contacts
- Discover who will help in emergency



# Network the Community

- Employers
- Convenient Stores
- Grocery Stores
- Coffee Shop/Bakery

Use Flyers

Post Cards

Business Cards

# Mix Marketing

- Target multiple income levels if not limited by other affordable housing partners
- Family projects target all age levels
- Enlarge units combine 2 one-bedroom side by side units into one large two-bedroom unit

# Vacancies

- Project losing income
- Management losing income
- Get a raise -- eliminating vacancies